

## ***Creating a Visual Essay***

A visual essay, similar to a “photo essay” can be used to explore themes associated with a piece of literature. The format of this assignment is similar to a music video; you will select images, music and text that communicate your original analysis of the theme.

### ***Steps for Creating a Visual Essay***

**Develop** a working thesis for your visual essay (similar to a thesis for a written essay). The thesis must express an idea/position/attitude that is yours. Your thesis should reflect critical analysis of a theme in a piece of literature. You will be responding to the question:

Do you think corporate branding effects the spending decisions of teens today?  
Why or Why not?

**Research** support for your thesis – this should include quotations from the text or documentary along with your own critical analysis & research.

**Choose** images/animations/a song that expresses & reinforces the arguments you have compiled to support your thesis.

**Create** a visual essay using Moviemaker or iMovie. The visual essay should communicate *your* ideas in a clear and organized manner. Even though it is in a visual format, your visual essay must have an introduction, body (presentation of arguments), and a conclusion.

### ***Collection of Sources***

Your sources can be collected several ways:

- You could shoot your own photos for this project.
- You can use photos through published sources (e.g., books).
- You can search websites for photos.
- Photos may also be obtained from a stock art archives on the internet.

**Please note : You must document where you obtained the photos by providing source, ID number (if available), photographer (if known) and publisher/website address. If using personal photos, identify yourself as the photographer.**

In instances where you decide to take your own photos, please remember that you should always protect the privacy and safety of your subjects. Remember, your visual essay should only include photos of subjects who agree to have their photo taken and used for your assignment.

## Rubric: Visual Essay Presentation

Criteria	Level 1	Level 2	Level 3	Level 4
<b>Knowledge/Understanding</b> • information, ideas	<input type="checkbox"/> presents limited appropriate and relevant information	<input type="checkbox"/> presents some appropriate and relevant information and ideas	<input type="checkbox"/> presents considerable appropriate and relevant information and ideas	<input type="checkbox"/> presents well-thought-out and insightful information and ideas
<b>Thinking/Inquiry</b> • analysis  • critical thinking/ audience analysis	<input type="checkbox"/> develops ideas with limited logic and coherence  <input type="checkbox"/> incorporates images that have limited appeal for the intended audience	<input type="checkbox"/> develops ideas with some logic and coherence  <input type="checkbox"/> incorporates images that have some appeal for the intended audience	<input type="checkbox"/> develops ideas with considerable logic and coherence  <input type="checkbox"/> incorporates images that have considerable appeal for the intended audience	<input type="checkbox"/> develops ideas with a high degree of logic and coherence  <input type="checkbox"/> incorporates images that have strong appeal for the intended audience
<b>Communication</b> • focus and unity	<input type="checkbox"/> has limited focus	<input type="checkbox"/> has some focus and unity	<input type="checkbox"/> has considerable focus and unity	<input type="checkbox"/> has a strong, clear, unified focus
• sense of audience and purpose	<input type="checkbox"/> choice of material and media show limited sense of audience and purpose	<input type="checkbox"/> choice of material and media show some sense of audience and purpose	<input type="checkbox"/> choice of material and media show considerable sense of audience and purpose	<input type="checkbox"/> choice of material and media show strong sense of audience and purpose
• interplay of media	<input type="checkbox"/> interplay of media has limited effectiveness	<input type="checkbox"/> interplay of media is somewhat effective	<input type="checkbox"/> interplay of media is effective	<input type="checkbox"/> interplay of media is highly effective
<b>Application</b> • use of media and technology	<input type="checkbox"/> shows limited command of the media and technology used	<input type="checkbox"/> shows some command of the media and technology used	<input type="checkbox"/> shows considerable command of the media and technology used	<input type="checkbox"/> shows strong command of the media and technology used
• presentation	<input type="checkbox"/> few parts of the presentation are smooth and fluent	<input type="checkbox"/> some parts of the presentation are smooth and fluent	<input type="checkbox"/> most of the presentation is smooth and fluent	<input type="checkbox"/> all or almost all of the presentation is smooth and fluent